

# K LINER

NEWS FOR AND ABOUT K MART CORPORATION EMPLOYEES

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## His wrinkles won him fame

The breed has been described as an unmade bed on four legs. But for Mr. and Mrs. William Shawl, "Wrinkles" has added a new wrinkle to their lives.

Virginia Shawl works at K mart 7209, East Liverpool, Ohio and has been with K mart since 1980. Says Virginia, "My dog is rare but he is very adorable and is quite a conversation piece." So much is he a conversation piece that he's been written up in several newspapers including a newspaper firm in St. Petersburg, Florida.

The couple have found their four-month-old shar-pei pup to be highly intelligent, playful, affectionate and very protective. And, as the breeder promised, the dog is remarkably, "instinctively housebroken." By the time this dog matures, he will look like a size five dog in a size 10 skin and weigh 60 pounds.

Virginia who has bred and shown dachshunds and Great Danes became interested in the breed from magazine articles. She located a breeder and after four pups were born, she and her husband brought home the "bargain" of the litter for a mere \$500. It was then that they named him. "Wrinkles just suited him when I was deciding what to name him," says Virginia.

"There are only 1,500 of these dogs in the United States," says Virginia. "I'm going to breed him in a year and hope I'll get a more wrinkled one. I've had many people ask me if they could be in line to get a pup."

The shar-pei was originally known as an all-purpose, general utility dog kept by peasant farmers. It was also known and bred for fighting. Its abundance of skin would protect its jugular vein and allow it to twist and turn in an opponent's grasp.

Wrinkles obviously is totally unaware of all the publicity his kind of breed has created. He romps and plays with the family beagle. The family cat, however, shows his appreciation of Wrinkle's size and strength by running away whenever he appears.

## DECA Training leaders in marketing and management

*This article was contributed by Bob Mezzadri of K mart 3138, Milford, MA.*

DECA. The initials stand for The Distributive Education Clubs of America. DECA is the only student run organization operating through the nation's schools, training them to be future leaders in the field of marketing and management.

These students take written and oral evaluations in different occupational categories. There are 14 different events in which one may compete in. There are 6 Chapter projects in which everyone in the chapter participates in.

There are seven Competency Based Series Events and they are:

- Advertising and Display Services
- Apparel and Accessories Marketing
- Finance and Credit Services
- Food Marketing
- General Merchandise Retailing
- Service Station Retailing
- Restaurant Marketing and Management

There are four Competency Based Written Events and they are:

- Apparel and Accessories Marketing
- Finance and Credit Services
- Food Marketing
- General Merchandise Retailing

Three Individual Activities:  
Merit Award Program  
Phillips 66 Free Enterprise Project

National DECA Scholarship Program

Six Chapter Projects:

- Creative Marketing Project
- Pepsi Learn and Earn Project
- Phillips 66 Free Enterprise Chapter Project
- 7 UP/MDA Civic Consciousness Project
- Shoplifting Prevention Project
- Chapter Program of Work

Students may compete at three different levels:

- The District Level
- The State Level
- The National Level

Students are elected at the Chapter, State and National level to hold different offices.

The offices they may hold are:

For Chapter and State Levels:  
President  
Vice-President  
Secretary - Treasurer  
Reporter

For the National Level:

President  
Four Vice-Presidents (one V.P. for each of the four regions of National DECA)

Students go through a nomination period. After being nominated they campaign and if good enough are elected, by other students of this organization.

There are five Divisions of DECA. They are:

- High School
- Junior Collegiate
- Collegiate
- Professional
- Alumni

There is a part of DECA that K mart belongs to. That part is called the National Advisory Board (NAB). NAB is made up of different companies through the U.S. which donate moral and financial support to the National DECA Program.

Bob has been involved in DECA since 1981. At that time he held the office of Chapter Reporter. He competed in the Service Station Retailing Series Event. He placed fourth at the District level, third at the State level, and was a 1981 National Career Development Conference Participant.

In 1982 he again held the office of Chapter Reporter. He competed in the Service Station Retailing Series Event and placed second at the District level, first at the State level, and achieved 80% or better in all of his evaluations at the 1982 National Career Development Conference.

At the 1982 Massachusetts State Career Development Conference he was elected to hold the office of Massachusetts DECA State President for the High School Division for the 1982-83 school year.

## A letter of thanks

**From the Richmond Metro Blood Service**

We are writing to let you know of the outstanding support the four Richmond K mart stores (7256, 3002, 3206, 3336) have given to the Richmond Metropolitan Blood Service during the past few months. We are a non-profit organization and are responsible for obtaining the necessary blood for our local 14 area hospitals (currently over 210 units a day).

The managers of the K marts agreed to allow us to hold blood drives in their stores with the following results:

Store	Manager	Units
5700 Jeff Davis Hwy.	Mr. Wickham	22
Midlothian Turnpike	Mr. Elmore	25
4715 Nine Mile Rd.	Mr. Walker	24
5432 Glenside Dr.	Mr. Story	34
Total		105

These 105 units can save over 300 lives in our local hospitals.

The positive intangible benefits reflected upon a company with this type of direct community involvement cannot be overestimated. K mart has shown a real commitment to the community well-being that is invaluable.

Please extend our thanks to each of the managers and their staff. Their cooperative and willing attitude made these drives possible and the Richmond community is indebted to them. They should be commended.